The CAROLINA FARMER

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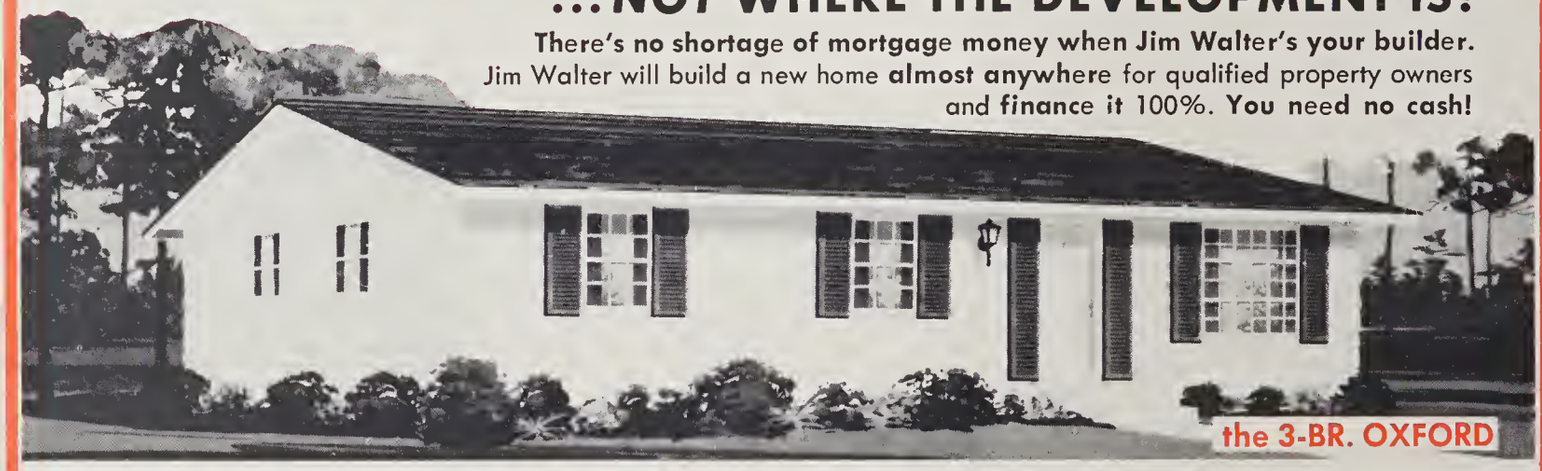

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The CAROLINA FARMER

Vol. 22, No. 5, May, 1967

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COVER—A memorial on Capitol Square in Raleigh to North Carolina Women of the Confederacy, the statue of a woman and her son is a tribute in bronze to all mothers of all times and the inspiration, on page 4, for a special Mother's Day story. Color photograph by Truman King of Duraleigh Road, Raleigh.

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The Worst Needn't Happen

Before this century is out, you may drive from the Raleigh-Durham-Chapel Hill triangle to Greensboro, High Point, Winston-Salem and Charlotte without ever leaving town.

What will North Carolina be like then? Unless something is done to change present trends, it will be a considerably less appealing place to live.

And North Carolina is not alone. The nation generally faces grimy prospects. Secretary of Agriculture Orville L. Freeman and Assistant Secretary John A. Baker say the only alternative lies in taking measures now to strengthen the economy of rural communities and small towns.

Secretary Freeman spoke before the House Small Business Committee. This is what he said could happen:

"If present trends continue unchecked, by the year 2000, most Americans will be crammed into five superstrip cities. One will stretch from present day Boston south to Washington, D. C. and will be 'home,' if you can call it that, to 56 million people.

"Superhighways and mass transit systems will eat up increasing amounts of urban land in the frantic race to keep our cities mobile. There will be three times as many automobiles on our streets and highways, and they will be contributing three times as much smog to the air. The pollutants produced by industry, sewage plants and land development will be much greater—and even more localized and concentrated. The congestion, the tensions and the urban sprawl will increase."

But this does not have to happen. The mass exodus from the country to the city can be checked, for the good of both country and city, by using the country to solve the problems of the city. Secretary Freeman says so. Assistant Secretary Baker says so.

The change can be worked, they say, by developing in the rural areas "resources that are needed to attract people and hold them and encourage them to locate new businesses and industries there."

Here is how John Baker put it. He was testifying before the House Agriculture Committee in support of H.R. 1400, the bill to create the electric cooperatives' Rural Electric Bank.

"We must provide in rural America the services which people cannot or will not do without today . . .," he said. "It is just not reasonable to expect that there can be substantial rural area redevelopment without adequate, dependable and economical electric and telephone service."

Rural electric cooperatives like those in North Carolina are meeting the challenge. Given the assurance of adequate financing at reasonable cost, they will meet the challenges of the future.

Jim Chaney

It's for You, Mother, This Is Mother's Day

Don't cry for what is lost.

Plant something there to fill its place, as you might late beans when the early vine has died. . . or another flower where the first was crushed.

My father often told us that, she said. Sitting there, seeing it all and hearing it as in her father's time, she was all of them like herself who keep alive the century past. And now in 1967 she lived again somewhere back of 1880, or beyond even that.

Yes, that was the way Father would talk, she said. It was good that he could, So many couldn't you know. You can't imagine how it was.

Pecans for Remembrance

Oh, so many were killed and some came home as good as dead. But my father, he'd been through it and had lost like all the rest, but he said dwelling on it wouldn't bring it back.

She sat in her rocker, with the small brown paper bag of pecans she would always give as she always did to the great grandchildren when they came; almost unreal so white did she look, with skin nearly transparent and the veins standing high on her wrinkled wrists.

"But, Mother," they told her, "This is MOTHER DAY."

Your day, they said loudly. And when she seemed not to hear they repeated it more loudly still. MOTHER'S DAY, HAPPY MOTHER'S DAY.

Yes, Yes, she said hearing at last. And you're all grandmothers.

Out of the Past

And I'm a great grandmother. Oh, Father, this would have made his heart glad.

Yes, Mother, yes, they shouted, knowing that they must shout if she was to hear, but this is Mother's Day. It's for YOU. We've come to see YOU. And the children are here.

And she smiled vaguely, her mind wondering years back, thinking perhaps how Father would have taken all of this.

It was strange how strongly her voice came when she had something she wanted to say, some anecdote from the past she wanted to recall, or some story as now on Mother's day of Father.

Half the time, one of them said, you barely can hear her. I don't think she has seen a thing yet that we've brought.

And they sat smiling at her, waiting until she would.

* * *

You couldn't have known, the old doctor said, how primitive American medicine was just those few decades ago.

Why in my own time, in the early years of my practice, and, of course, I've been retired now for several years, motherhood was the great gamble of a woman's life.

Now you think about it. I'm sure you've read about it. You don't have to be a medical man to know. Many women died in childbirth, many of them, and the statistics of stillbirth and the deaths of infants and mothers too, of course, were beyond anything you could believe nowadays.

Oh, being a mother was not for weaklings. It's a good thing, he said, with a smile playing across his old man's face and in the wrinkles about his old man's eyes. It's a good thing women are the mothers. The males aren't man enough for it.

A Race for Life

I've been called out many a night halfway across a county in a buggy, racing to the bedside. And when I'd get there, the husband would be in such a shock that the neighbor who'd come to fetch me would have to lay him out on a couch and give him spirits. And the mother, well many a time the baby would have come by the time I'd get there. She'd be smiling, with the baby beside her.

I've heard many of them say, I tried to tell my husband, Doctor, there wasn't any cause to bother you.

But in so many other cases, oh so many tragic cases, I'd be too late. Many times it wouldn't have mattered if I'd been there. There would have been nothing any doctor, now or then, could do.

* * *

The bronze is green now, but the beauty of it remains, depicting and memorializing the most important soldier in all man's wars. She sits, this mother, on this monument "To the North Carolina Women of the Confederacy," with a book, perhaps a Bible, open on her lap. On her right, a son kneels holding a sword that might have been his father's.

The foliage there on Capitol Square, where the tableau is placed to look out on Morgan Street, frames the monument with a special beauty these spring days. And the green of the leaf, and the hedge and the bush and the well-groomed grounds, give it a background, and blend in a season's harmony with the green-stained bronze.

And it is, as some see in passing it, appropriate. For this is the picture of Motherhood and the message of Mother's Day: The eternal bringing forth, the ever green and the promising, the new bloom where one had died, the new seed for one that failed. This is the tradition of tenderness and yet strength, as old as all mothers, and as new in hope as all man's tomorrows.

Jim Chaney

She sat in her rocker with a bag of pecans in her lap seeming not to hear them, with skin almost transparent.

TARHEEL RURAL LINES

reports on events of importance to rural electric co-op members/by J. C. Brown Jr.

Towns Introduce Bills to Acquire Power Facilities by Condemnation

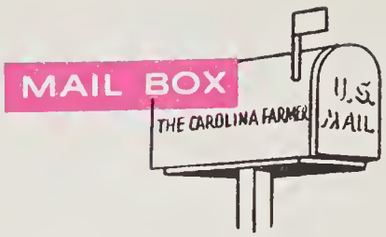
AN ORGANIZATION of towns in the power business on April 11 introduced bills to amend the 1965 utilities act. The bills would give them the right to condemn cooperative and power company properties upon annexation, unless the owners could prove to the Utilities Commission such condemnation would adversely affect the public interest.

The bills are considered grossly unfair and unusual by the tax-paying cooperatives and power companies. From a legal standpoint, however, it would be extremely difficult and expensive to show that condemnation would adversely affect the public interest. For instance, if a town condemned your farm or business, it would adversely affect you—but probably not the public. If you are a cooperative member, this is your business the towns propose to take over. Their purpose in attempting to take your lines and consumers is not for the public's convenience and necessity, but is strictly a desire to make money at your expense and enrich the cities' coffers.

THE SENATE BILL is SB 228, introduced by Marshall A. Rauch, mill owner of Gastonia, and Ed Kemp of High Point. Both are from towns in the power business. Also signing were John Henley of Hope Mills and Jack White of Kings Mountain.

The duplicate bill in the House is HB 493, introduced by Sneed High of Fayetteville and Joe Eagles of Macclesfield. Other signers of HB 493 are Elton Edwards and Marcus Short, both of Greensboro; Norwood Bryan, Jr., of Fayetteville; Dan Whitley of High Point; R. D. McMillan of Red Springs; Julian Fenner of Rocky Mount; and Red Forbes of Winterville.

You can do your cooperative a favor, and protect your ability to continue to receive high quality service at low rates by talking with your legislators. Ask them to oppose these bills—HB 493 and SB 228. The lines and consumers the towns are after are in the most thickly-settled areas. When you lose these fellow-cooperative members to the towns, you are left with fixed high investment and fewer people to share the cost of electric service with you. The problem is the same as that created by the old spite lines run by the power companies in the 1930's in an effort to destroy the feasibility of the REA-financed electric systems.



COUNTRY STORE SEQUEL

I read the story about Mr. George W. Davis and his country store (in the February issue). It was interesting. I enjoyed it very much. I noticed the old thread case is an antique. Well, I have an old thread case, but it isn't like his. It isn't as pretty. It's a different kind, but it is a real antique.

Mrs. Earl Stinson
Rt. 1 Indian Trail,
N. C. 28079

Receives Loan

Rutherford Electric Membership Corporation of Forest City has been granted an REA loan for $665,000.

The Rural Electrification Administration said the money will be used to finance (1) 100 miles of distribution line to serve 1,300 new consumers, (2) intensive system improvements and (3) a new 5,000 KVA substation at Costner.

On completion of the work, the REA announcement added, Rutherford will have 2,345 miles of line in eight counties serving 14,353 consumers.

Have You Ever Been...

(A picture feature by Truman King).

...To Friendship

Friendship is approximately five miles west of Apex on old US 1.

Strangely enough the name doesn't come from a church or any other institution, as one might suspect. In fact, no one in Friendship seems to know the origin of the name, but the people of the section are living symbols of its meaning.

PASSING SCENE

DIED—Donald Gulley, Wake EMC attorney for approximately 25 years, May 20, following a lingering illness.

DIED—Burley F. Treece, a director of Union EMC since May, 1964, on February 11.

* * *

DIED—Sam B. Taylor, a director of Jones-Onslow EMC.

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What Goes on in the Grocery Store

You hear food prices are too high. You hear and read of women boycotting grocery stores and of petitions calling on the big supermarket chains to reconsider their merchandizing practices.

You hear and read about it. In North Carolina these past weeks, volunteer shoppers representing several of the state's electric cooperatives went to the stores to find out how things are for themselves.

Mrs. Phyllis Tyler, a Raleigh social worker and writer, took their reports and compared them with the findings of a pricing survey she made herself. (Her article appears on the next page).

What's the Difference

The results showed that, for the grocery items priced in the survey, prices are about the same whether you shop in an independent or neighborhood store or in a chain store supermarket — and in some cases are less in the independents—if you buy the same brands. If you buy the private label brands packaged for the various chains, you may save several cents on each item.

In order to make comparisons, the test shoppers priced the same items and the same brands at the latter part of the same week. They checked the prices of a pound of Maxwell House coffee, a package of Chef Boy-Ar-Dee cheese pizza, a package of Aunt Jemima pancake flour, a pound and a half loaf of the same brand bread, a pound of the same brand margarine, and a dozen Grade A large eggs.

Five of the shoppers were members of Halifax EMC at Enfield.

Shopping for Prices

Mrs. Helen Fleming of Route 2, Scotland Neck, found the coffee 83 cents in a chain store and 81 cents in an independent; pizza, 49 cents in both a chain store and independent; pancake flour, 25 cents in a chain store and 29 cents in a independent; bread, 34 cents a loaf in both; margarine, 18 and 20 cents, and eggs, 47 and 49 cents.

Mrs. Lucile Adcock of Route 1, Macon, found the coffee 83 cents in a chain store and $1 in an independent; pizza, 53 cents in a

Grocery shopping has become an art.

chain and 55 cents in an independent; pancake flour, 23 and 25 cents; bread 35 cents in both, and eggs, 47 and 45 cents.

Mrs. Nae Moss of Route 2, Enfield, priced the coffee at 89 cents in a chain store and 89 cents in an independent; pizza, 44 and 49 cents; bread, 35 cents at both; margarine, 31 and 25 cents; eggs, 41 and 55 cents, and pancake flour, 25 cents in a chain.

Mrs. Linda Taylor, Route 3, Enfield, priced the coffee at 83 cents in both; pizza, at 49 cents in a chain and 59 cents in an independent; pancake flour, 23 and 25 cents; bread, 34 cents in both; margarine, 45 cents in a chain and 43 cents in an independent for the same brand; and eggs 47 and 49 cents.

Lurene R. Brown, the Halifax EMC staff coordinator, priced the coffee at 83 cents in a chain and 87 in an independent; pancake flour, 25 and 31 cents; bread, 29 and 36 cents; margarine, 31 and 33 cents; eggs, 47 and 51 cents, and pizza, 63 cents in an independent.

Around the State

A report from Wake EMC at Wake Forest gave these comparisons: Maxwell House coffee, 85 cents in a chain store and 89 cents in an independent; Chef Boy-Ar-Dee cheese pizza, 53 and 61 cents; the same brand bread, 34 cents in both; Mrs. Filbert's margarine, 37 and 39 cents; eggs, 55 and 60 cents, and Aunt Jemima pancake flour, 27 and 29 cents.

Rutherford EMC at Forest City found these prices: Maxwell House instant coffee, 99 cents in both chain and independent stores; Chef Boy-Ar-Dee cheese pizza, 53 cents in a chain and 47 cents in an independent; bread, 31 and 32 cents; Blue Bonnet margarine, 29 cents in both, and eggs, 45 and 52 cents.

Pee Dee EMC at Wadesboro gave this report: coffee, 83 cents in a chain store and 89 cents in an independent; pizza, 53 and 59 cents; pancake flour, 25 and 27 cents; bread, 35 cents in a chain and 32 cents in an independent; margarine, 31 cents in both, and eggs, 49 cents in an independent. There was no price shown for eggs in a chain store.

It all Depends

Edgecombe-Martin County EMC at Tarboro reported coffee at 79 cents in a chain store and 85 cents in an independent; pizza, 49 and 55 cents; pancake flour, 25 and 30 cents; bread, 25 cents in both; margarine, 31 cents and 35 cents, and eggs, 47 cents in a chain store and 55 cents in an independent.

A Woodstock EMC shopper at Belhaven found coffee in a chain store priced at 85 cents, pancake flour 29 cents, pizza 53 cents, bread 35 cents, margarine 30 cents and eggs 53 cents. Prices for the same items in an independent were coffee 83 cents, pancake flour 27 cents, pizza 49 cents, bread, 35 cents, margarine 29 cents and eggs 55 cents.

A Four County EMC shopper at Burgaw reported chain store prices at 83 cents for the coffee, pizza 49 cents, pancake flour 22 cents, bread 32 cents, margarine 39 cents and eggs 47 cents. An independent's prices for the same items were coffee, 99 cents, pizza 55 cents, pancake flour 26 cents, bread 35 cents, margarine 45 cents and eggs 50 cents.

Counting the Pennies

Davie EMC at Mocksville gave this report: coffee, 83 cents in a chain store and 87 cents in an independent; pizza, 63 and 51 cents; bread, 33 and 36 cents;

(Continued on Page 9)

What Is It Worth to Save 20 Cents?

By Phyllis Tyler

Small independent stores still flourish in spite of stiffening competition.

One week recently, I took my grocery list and went with it to our small neighborhood grocery store here in Five Points, to the IGA store down the block, to the Winn Dixie on the corner, and to a Colonial store and an A&P store in different parts of town.

I hoped, thereby, to settle a family argument of 25 year's running. Does it *really* pay to make a composite list and run from store to store as my husband thinks any thrifty housewife should do?

Or—by the time I have driven across town to the A&P, out to Northside to the Colonial Store and down to Five Points—plus waiting at five checkout counters and spending a certain amount for gas—have I saved anything worth talking about?

Maybe 20 Cents

Usually I would have checked the ads for the best buys in meat. I'd have picked one of the supermarkets and I'd have done the rest of my shopping where I bought my meat. I might have saved 2 or 3 cents a pound on chuck roast or hamburger, fryers or steaks—perhaps no more than a total of 20 cents altogether.

I was surprised at how little difference I found from store to store on the remainder of my list.

Maxwell House coffee is pretty much the same price straight across the board.

It is cheaper to buy Chef-Boy-ardee cheese pizzas at a supermarket — any supermarket. (Supermarket means one of the big chain store establishments.)

There is almost no variation in the cost of 1½ pound loaves of Wonder Bread, Aunt Jemima pancake flour, and Blue Bonnet margarine. Dried or evaporated Carnation milk costs the same at supermarket or privately owned store; the same holds true for sugar, Lipton's tea and peanut butter.

Big or little, each has advantages.

Cutting the Cost

I discovered, that if one buys the "House Brand", either supermarket or IGA, one does much better on coffee, pancake flour, white bread, instant tea, corn oil, frozen juice and peanut butter, but the savings are about the same from one store to an other.

My criterion for picking a supermarket in the long run would be the excellence and variety of choice of its fresh fruits and vegetables—this will differ from store to store in the same chain. It will depend too, on the speed of its check-out counter and the accuracy of its checkers. Stores vary widely in both these aspects --and the difference, again is by individual store—not from chain to chain. If mistakes are too frequent, it does not take long to lose the 20 cents or so one saves by checking the ads.

A Friend Discovered

I made one discovery which I fear will cost my husband money. I talked with the manager of my neighborhood grocery store. I pointed out all the prices on my list—I had gone to him last. "Look, Friend," I said to him, "How in the world are you going to stay in business when your prices are almost all a little bit higher than anyone else's prices?"

"We're doing all right," he said. "The store is full, wouldn't you say?" I had to admit that it was —with friendly, happy looking people, all of whom seemed to know each other's names.

The Personal Touch

"It's the personal touch," he said. "People have been trading with us for years. We know just how Mrs. Green wants her Sunday roast cut and what kind of lettuce to order for Mrs. Smith."

"We could put our prices down," he went on. "if we stopped delivery service. We're just about the only store in the area that delivers any more. You have to figure that it takes the time of one person to write down the order, another to put it up, and still another to deliver it."

Word for a Husband

From now on, my husband may spend a dollar or two more each week for groceries which I shall order by telephone from my breakfast table while I drink my second cup of coffee. The groceries will be delivered to our back door while I am riding a bicycle with my little boy or doing the weekly cleaning. Until now I have come home too tired every Saturday morning after running hither and yon to either dust or sweep or ride a bicycle. My husband will be distraught for a while, but he will get used to my extravagance in time and be quite happy because I plan to be much nicer to live with.

Price Comparisons

Here is what Mrs. Tyler found when she checked the prices of six test items which also were priced by electric cooperative shoppers:

Maxwell House coffee — 75 cents in an independent neighborhood store; 83 cents in an IGA store; 79 cents in Colonial Stores; 83 cents in Winn-Dixie and 83 cents in A&P. Private label coffee — Winn-Dixie, 75 cents; Colonial, 73 cents; A&P, 71 cents.

Chef Boy-Ar-Dee cheeze pizza— independent, 65 cents; IGA, 65 cents; Winn-Dixie, 49 cents; Colonial, 53 cents, and A&P, 49 cents.

Savings at best add up quite small.

Aunt Jemina pancake flour — independent, 30 cents; IGA, Winn-Dixie, Colonial and A&P, all 29 cents. Private label pancake flour could be bought in one of the chains for 19 cents.

Blue Bonnett margarine — independent, 36 cents; IGA, Winn-Dixie, Colonial and A&P, all 31 cents. Private label margarine could be bought in the chain stores for as low as 18 cents.

A pound and a half loaf of Wonder Bread — independent, IGA, Winn-Dixie and A&P, all 35 cents. Private label bread, pound and a half loaf; 29 cents.

A dozen Grade A large eggs — independent, 50 cents; IGA, 43 cents; Winn-Dixie, 43 cents; Colonial, 49 cents; A&P, 49 cents.

What Goes on in the Grocery Stores

----Continued from page 7

margarine, 31 and 33 cents; eggs 47 and 50 cents, and pancake flour, 23 cents in a chain store and 27 cents in an independent.

In a large Raleigh chain store, weekend prices for items on the test list were: Maxwell House coffee, 79 cents in pound bags; Aunt Jemima pancake flour, 27 cents; Chef Boy-Ar-Dee cheese pizza, 49 cents, loaf of national brand bread, 34 cents; pound of national brand margarine, 31 cents for some brands of stick margarine and up to 45 cents a pound for others. The chain store's prices for its own private label brands were 59 cents for coffee, 19 cents for pancake flour, 29 cents for bread and 31 cents for margarine. No private label brands of the pizza were found on the shelves. Grade A large eggs at this store were 49 cents a dozen. A competitive chain was selling comparable eggs for 43 cents a dozen.

Each chain has its special features.

It's a Big Job, But the Cooperatives Are Getting It Done

How does North Carolina stand in rural electric development?

A report obtained from the Rural Electrification Administration presents an accounting as of the beginning of the new year. These are its highlights:

REA loans to rural electric systems in North Carolina provide for service to an estimated 284,826 rural consumers over 47,316 miles of line. Loans made thus far to the 38 REA electric borrowers in the State, including 33 cooperatives total $165,328,-211. The first REA loan in the State was approved in September 1935, with the first REA-financed line energized May 18, 1936, by the Tidewater Power Company, Wilmington.

Harder Per Mile

Low consumer density and low revenue per mile make the service job harder for REA borrowers than for power companies. REA borrowers in North Carolina serve only 4.9 consumers per mile and average $511 in revenues per mile, compared with 26.7 consumers and $4,248 per mile for Class A and B commercial utilities.

Consumers served by REA borrowers in the State are using increasing amounts of electricity on their farms, in their rural homes, and businesses. In 1955, the average monthly consumption per consumer was 215 kilowatt hours. By 1965, the average had risen to 482 kwh. The continuing objective of REA borrowers in North Carolina is to provide the electric service required by their consumers under rates and conditions comparable to those available in urban communities.

Investment in Service

To assist them in this objective, as of January 1, 1967, REA had advanced $153,971,684 to borrowers in this State. The funds have been invested by the borrowers in local electric facilities, including 46,569 miles of line, serving 246,141 farm and other rural consumers. Of the 183,000 farms in the State, 98.8 percent were receiving electric service on June 30, 1966, compared with only 9,672 farms, or 3.2 percent, when REA was created in 1935.

By January 1, 1967, REA borrowers in North Carolina had made a total of $82,935,780 in payments on their Government loans. The payments included $48,036,746 repaid on principal as due, $10,170,618 of principal paid ahead of schedule, and interest payments of $24,728,416. No borrower was overdue in its payments.

* * *

Instant Power for Every Need

By Archie Hathcock

To some people it's a source of standby power. To some it's a portable generator. But to Aaron Barwick his electric generator is both of these. For Barwick, a Wayne County farmer and member of Tri-County Electric Membership Corporation, makes constant use of his tractor-operated generator wherever and whenever there is a need for electric power. When the unit is not in use, it then becomes his "insurance policy"—a guarantee against loss in the unlikely event a prolonged power outage does occur.

Barwick, of Route 4, Mount Olive, calls his tractor-driven generator a source of "instant power." "Actually," says Barwick, "I've used it only twice because of the power being off, but I've sure made use of it during the farming season for operating my welder to fix machinery right in the field." To make the generating unit portable, Barwick built an all-steel trailer which hooks to the drawbar of his tractor. The telescoping shaft of the generating unit can then be connected directly to the power take-off on his tractor.

When There's Trouble

There's never a good time for trouble, but Barwick has found that trouble usually does come when he can least afford it. "Sometimes right in the middle of the busiest farming season a piece of equipment will break down and you can't get it to a repair shop and you can't get anyone to come out to fix it. Then, "says Barwick, "it's good to be able to fix it yourself right in the field."

In addition to the emergency repair jobs, Barwick uses his generator for construction of fences, pens, and housing necessary in his hog operation. Usually something of this nature has to be done where there is no other source of power.

The Barwick farm contains around 325 acres. Eighteen of these acres will be in tobacco this year and nearly 100 will be in corn and other grains. Currently Barwirk is feeding around 275 head of swine. He grinds his own feed for them. Barwick has a farrowing house in which he used infrared heat lamps on newborn litters of pigs. "This," says Barwick, "is where I could suffer some real losses if the power went off for very long in real cold weather." It's in the possibility of a situation such as this that Barwick looks on his portable generator as an "insurance policy."

Four Tractor Farmer

Barwick first became interested in the electric generator when he saw a unit displayed at the North Carolina Farm Materials Handling Show last year in Raleigh. He bought his unit soon afterward. Barwick has four tractors in use on his farm. He, therefore, couldn't see going to the added expense of buying anything but the tractor driven unit. A generator with its own engine costs more and generally requires more maintenance.

Before making a decision to buy, Barwick had to balance the cost of the equipment against the possible losses resulting from an extended outage. "My operation is small compared to a lot of them," said Barwick, "but I can't afford to lose what could be lost because of power failure."

Power for Everything

Along with the generating unit, Barwick bought and had installed the necessary double-throw disconnect switch that insures that his farm wiring system cannot be connected to the main power line and the generator at the same time. This switch is necessary not only from the standpoint of protecting the generator, but it's also necessary that power not be fed into the main power line when the line is otherwise de-energized. Normal and emergency sources must never be connected to the lead at the same time.

Barwick didn't make the mistake—a rather common one—of buying a unit too small to do the job. His 12,000 watt unit can operate all his household appliances plus some of his farm load such as water pump, heat lamps, grain bin fans, etc. In other words, it will operate everything that would have to be in operation under prolonged emergency conditions.

Aaron Barwick, left, gets some pointers on his tractor-driven portable generator from Electrification Advisor Wilton Rowe of Tri-County Electric Membership Corp.

Let the Countryside Save the Cities

The America the Beautiful of which we sung as children may become America the cluttered by the time our children are grown unless we do something now about the future. Secretary of Agriculture Orville Freeman recently took a knowing look at the prospects in testimony before Congress. Here, in excerpts, are a forecast of what we face and a challenge to try for something better.

By Orville L. Freeman
U. S. Secretary of Agriculture

Two generations ago more Americans lived and worked in rural areas than in cities. It was not until 1920 that urban population caught up with rural population in this country.

For many years the movement from the land to the cities was healthy. The growth of the great urban centers was a key factor in the phenomenal economic development of this nation.

But then the pendulum overswung.

Today 140 million Americans—7 out of every 10 persons—are crowded onto just 1 percent of our land, and the result is urban blight.

On the other hand, only 57 million people—3 out of 10—live on 99 percent of our land, with a double share of the nation's poverty.

And the mass exodus continues.

Each year, 3 million more Americans jam into our already overcrowded cities.

They fight their way through traffic and exhaust fumes to gaze longingly at holes gouged in the raw and muddy earth where new housing subdivisions rise in ever-widening rings from the center city.

Why? What is there about the city that attracts people so?

In a word—jobs . . . they come in search of jobs that offer higher pay and greater opportunity for advancement, or, in some cases, they come simply on the possibility of a job—any job at all . . .

For this they pay a heavy price . . . No longer can they roam downtown sidewalks and parks at night without fear. They have to rise earlier in the morning, drive farther to work, and return home later at night . . . They have to cope with all the problems that come from having too many people in too little space—increased traffic, smog, inner city decay, the loss of individuality, rising tax rates, more demands, and less incentive for response.

The massive problems this population exodus has created in our cities are well known. But few people are aware of the equally acute impact this has on the towns and small cities of the American countryside.

The loss of people in rural communities means a loss of customers and less business for firms up and down Main Street. The tax base to support roads, schools and other public services declines or, at best, fails to keep pace with increased costs of rendering such services. In many small communities there are now too few people to support the business establishments, medical, dental and other professions, churches and essential civic institutions . . .

This is one of the reasons why half of the nation's poverty is concentrated in the countryside, where only 30 percent of the people live—why the proportion of substandard homes is three times as great in rural America as in urban America — why schools in small towns have less money to spend per pupil on education than big city schools.

This lack of opportunity—this disillusionment—feeds on itself. Each year it drives an increasing swell of humanity into metropolitan complexes.

If present trends continue unchecked, by the year 2000, most Americans will be crammed into five super-strip cities. One will stretch from present day Boston south to Washington, D.C., and will be 'home,' if you can call it that, to 56 million people.

Superhighways and mass transit systems will eat up increasing amounts of urban land in the frantic race to keep our cities mobile. There will be three times as many automobiles on our streets and highways, and they will be contributing three times as much smog to the air. The pollutants produced by industry, sewage plants and land development will be greater—and even more localized and concentrated. The congestion, the tensions, the urban sprawl will increase.

But does this have to be? I say, no.

. . . I am not advocating the depopulation of the cities nor am I suggesting that we encourage runaway industry or piracy and existing plants and firms. I am urging that growth in rural America come from plants involved in the national expansion.

By joining forces and pulling together, we can revitalize hundreds of existing small towns and build hundreds of new planned communities that offer their own sources of employment, that provide a favorable climate for the development of businesses and services on Main Street, that have modern schools and a nearby college, that boast a medical center and cultural and entertainment facilities.

The new planned communities of which I speak would be built from scratch—planned for future growth. Public loans and grants could be concentrated in the area to promote growth and to encourage private investment by industry and business. Man-made lakes formed by watershed project reservoirs and Corps of Engineer dams provide excellent locale for such new planned communities.

Such communities would help ease the constant pressure of populatuon expansion in our cities.

For, in a very real sense, the poverty of our cities is a problem transplanted from rural America. Urban slums are peopled largely by displaced rural migrants who sought in vain to earn a living in the countryside and finally fled to the city in desperation.

We have the opportunity, with our tremendous national energy and enterprise, to take into hand the changes that are going on in our environment—to control and direct these changes so that we build a good life and a great society for all.

Michigan Congresswoman Speaks to

The Carolina Homemaker
Edited By Rebekah Rivers

The Womens Activities Committee of Tarheel Electric Membership Association brought a friend of the consumer to North Carolina in March. Dynamic Martha Griffiths, U. S. Congresswoman from Detroit, spoke to rural electric women at a luncheon session of the semi-annual meeting of the Tarheel Electric Membership Association, held in Raleigh, March 21-23. Representative Griffiths is a lady lawyer who was elected to serve in the 84th and succeeding Congresses. She is a member of the powerful House Ways and Means Committee and is chairman of the Joint Economics Subcommittee. Following are excerpts from her speech.

"I don't think we could stir up much controversy about whether legal standards of measure should be enforced. But what about the price differentials I have found throughout the country when shopping for decorator items for my house? How *far* can the government legitimately go in protecting consumers? And, once the decision is made and the law enacted, how can it be enforced?"

* * *

"There is some possibility of its (the Hart Truth-in-Packaging bill which Congress weakened) being revived, but it may even be harder to pass."

* * *

"One of my first assignments in the Congress was to a committee reviewing the work of the Federal Trade Commission and the Federal Communications Commission. The FTC had spent two years investigating a reducing candy called Ayds. They discovered that each piece of the candy contained 25 calories and, naturally, that it increased weight rather than reducing it. They also found out that a woman buying the candy for the first time did not know until she opened the box and read the instructions that she also had to follow a diet—despite the fact that the candy itself had been advertised as the reducing agent.

Mrs. Mayo Cherry (Left), Chairman, Women's Committee, Tarheel Electric Membership Association, presided at luncheon at which Congresswoman Martha Griffiths spoke. Representative Walter Jones of North Carolina introduced the speaker.

heel Consumers

"After great effort and expense, the FTC brought suit against the manufacturer. But the federal judge on the case ruled that the company could legitimately advertise its candy as a reducing agent because a woman with any sense would know that she couldn't lose weight by eating candy!"

"All of the President's recommendations (in his message on Consumer affairs) have value; but I would like particularly to mention his truth-in-lending proposal.

"In my opinion, such a bill is badly needed. During my time in the Michigan legislature, the minority leader helped kill a bill to regulate credit extended on used cars without realizing exactly what the bill would have done. At that time it was found that the interest charged in the purchase of a used car could go as high as 168 percent. Truth-in-lending legislation would require that a customer be told exactly how much he's paying for the item he's buying and how much for the use of money. In essence, this is the goal of all consumer legislation; to ensure that a customer gets both what he is told he's getting and what he thinks he's getting."

★ ★ ★

"Another proposal advanced by the President in his consumer message was enactment of additional protections for beneficiaries of pension plans. The Ways and Means Committee, of which I am a member, deals with the largest pension plan in the country: the social security program. Now the President's recommendations would *not* apply to social security. But one of the reasons he made them is that many thousands of people are covered by pension plans from which they will never receive benefits and this can also be said of the social security program.

★ ★ ★

"A very large number of those who never draw benefits on the social security credits which they earn are women. If a man who has worked in employment covered by social security for ten years (paying the maximum all the time) leaves his job for another not covered and dies five years later, his wife and children are entitled to monthly social security payments.

"But the family of a woman in the same circumstances—who works ten years in covered employment (paying the maximum), leaves her job to marry and have five children, and dies five years later—that family is not entitled to anything. As you can see, the man's right to benefits continues long after he leaves covered employment. A woman's right dies very soon after she leaves. And this man and woman paid the same amount in social security taxes."

. . . BE IT RESOLVED . . . .

Special Assistant for Consumer Affairs

■ that we urge the President to continue this office on the White House staff and to provide adequate administrative funds to make it a truly effective ear and voice for American consumers; and . . . that we urge the President to again appoint a Consumer Advisory Council to work with his Special Assistant for Consumer Affairs and that the Council be kept consumer-oriented; and . . . that we urge rural electric systems to make available to members the last report of the Council—Consumer Issues '66—which carefully documents many of today's consumer issues.

Truth in Lending

■ that we reaffirm our support for legislation that helps consumers shop for the best buy in credit by requiring a clear statement of the cost of credit and the annual rate of interest.

Consumer Protection

■ that we reaffirm our support for legislation that assures the safety of food, drugs, and cosmetics before they are offered for sale; and . . . that we support the creation of a National Commission on Hazardous Household Products to conduct a comprehensive study and investigation of the scope and adequacy of measures now employed to protect consumers against injuries from poorly designed or constructed appliances and other materials used in the home.

Participation by Young People

■ that we institute a plan to encourage more active participation of young people and young married couples in the interest of local cooperatives, that they will eventually be board member material; and . . . that local cooperatives and statewide associations be urged to participate in this program.

Women's Participation

■ that we urge all rural electric sectors to develop an active program for women, including adequate briefings on issues facing the rural electric program; and . . . that we urge cooperatives to mobilize a committee of women to act with men in support of legislation both at the state and national levels; and . . . that we urge women members to actively participate in contacting legislators, editors, and other community leaders on behalf of the rural electric and other consumer-oriented programs.

The above resolutions were written by the Women's Activities Committee of the National Rural Electric Cooperative Association, approved by the Association's Resolutions Committee, and unanimously adopted by he Member Delegates (some 8,000) meeting in annual session in San Francisco, California, February 23, 1967. The delegates represented more than 900 rural electric systems throughout the United States.

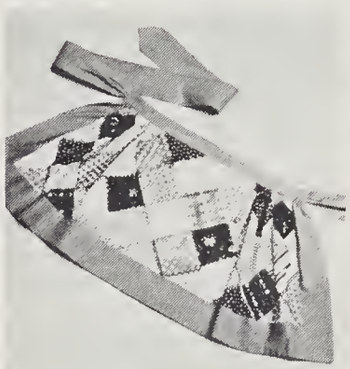
Free Patterns

Tea Cozy

Keep tea pot piping hot inside a snug cover. Crochet in gay combo of colors.

Bun Warmer

White linen bun warmer with crocheted corners lends grace to luncheon table.



Apron

Patchwork apron and matching potholder add festive touch to family breakfast.

Tray Mats

Feathers inspired exotic design for tray mat. Motif done in rich shades on linen.

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This pattern offer expires August 15, 1967

Please send me without charge the pattern instructions I have checked below. I am enclosing a long, stamped, self-addressed envelope.

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- ☐ Bun Warmer
- ☐ Apron
- ☐ Tray Mats

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Address:_____

Comment, if Any:_____

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The Name of My Electric Co-op is:_____

Family FARE

By ERMA ANGEVINE
Coordinator of Women's Activities, NRECA

Although I know statistics show the farm is disappearing, I wasn't prepared to find it reappear in the middle of one of the nation's largest cities.

Farm-in-the-Zoo is a 5-acre farm located in Lincoln Park, just south of Chicago's main zoo. From high-rise apartment buildings rimming the park, cliff dwellers look down on a typical midwest farm—big red barn, white rail fence, silo, and live farm animals.

The 2-year-old farm is run by the Lincoln Park Zoological Society and is one of the city's top attractions. City children visit the 44 x 80 foot barn to see steers, ewes and lambs, sows and piglets, and watch baby chicks hatching. Three times a day they can watch six cows being milked electrically in a spotless milking parlor.

The Farm-Zoo appeals to more than children. Here adults study exhibits explaining how beef is graded, showing the characteristics of various breeds of domestic animals, and giving comparative illustrations on meat consumption around the world.

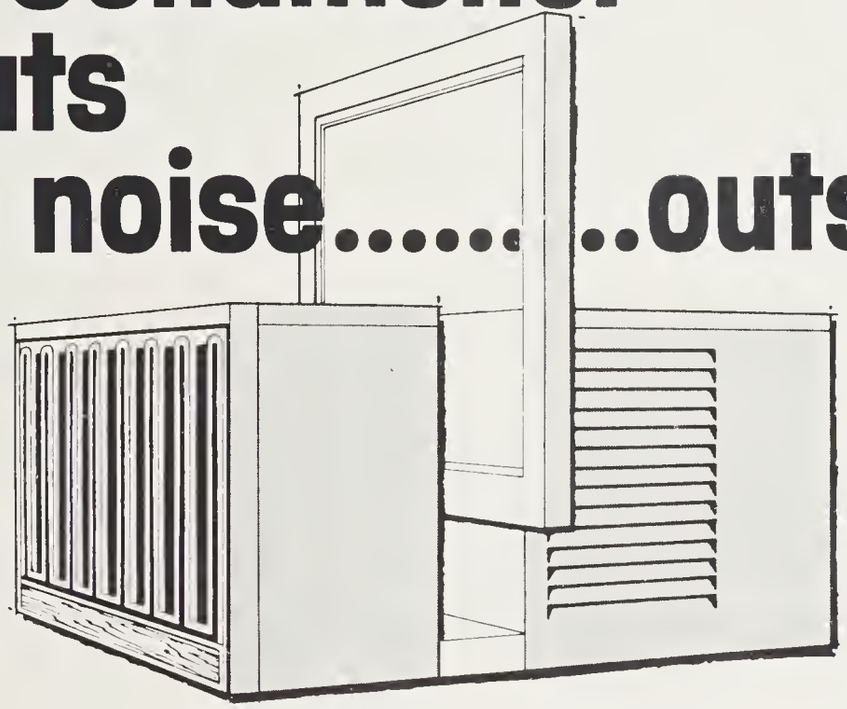
Another exhibit shows how farm animals and produce play a role in the manufacture of non-farm products. Exhibits change from season to season.

Farm-Zoo, first proposed in 1962, was dedicated in 1964 on the 100th birthday of Lincoln Zoo. Dr. Lester Fisher, zoo director, administers the farm. The Chicago Park District provides the land, landscaping, and staff for the farm. Gifts from industry and individuals helped the 7-year-old Lincoln Park Zoological Society bring a farm to the city.

There's something frightening in this museum-farm for those of us interested in developing rural America. We're happy city youngsters and their elders have a chance to see farm animals and buildings, but we hope they don't get the idea this is just a museum piece. Rural America is vital to the nation's future.

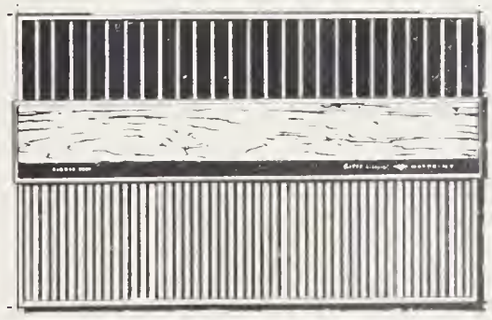
GO MODERN—
GO ELECTRIC

Hotpoint's U-Mount Air Conditioner shuts the noise.....outside



Inside, nothing but cool, quiet comfort. Outside, all the major sound producing parts. The window closes between the two cabinets to shut out noise.

Hotpoint's new U-Mount is easy to install . . . easy to operate, with pushbutton Hi-Lo fan and cool settings, adjustable thermostat for temperature control, and a 3-position air director. Easily accessible, washable filter. Four Models—four cooling capacities from 5800 to 11,000 BTU's all at 115 volts.



From Hotpoint's American Group, Automatic Circulaire

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PASSING SCENE

ELECTED—As chairman of the board of directors of the Blue Ridge Opportunity Commission, Inc., John W. Dawson of Wilkes County. A poultry producer and civic leader, he is a member of the Blue Ridge EMC board of directors.

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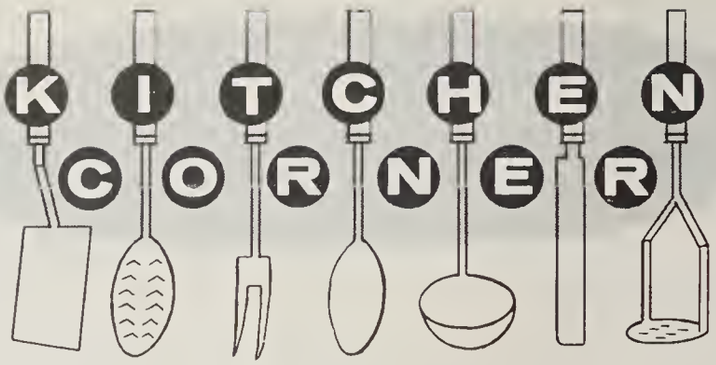

A Pink and White Dessert Delight

An enterprising eighth grader who "enjoys cooking very much and especially testing new recipes" sends for sharing a pretty-tasting as well as pretty-looking parfait for summer's special occasions.

Jane McIntosh, Weaverville, Route 2, is 13 and attends the Beech Glen School. Her parents, Mr. and Mrs. Frank McIntosh, are members of French Broad Electric Membership Corporation, headquartered at Marshall. She's an avid reader of *The Carolina Farmer,* and enjoys trying the recipes from this column.

Our energetic, talented young cook-of-the-month was district winner in the Dairy Foods Demonstration recently, and she writes that she enjoyed giving her demonstration to various clubs.

If you have a favorite recipe you'd like to share through this column, send it to: Rebekah Rivers, Kitchen Corner,P.O. Box 1699, Raleigh. Tell us something about yourself and family and give us the name of your electric membership corporation. We pay $2 for the recipe chosen monthly for this column.

CAROLINA FARMER RECIPE

Submitted by Jane McIntosh, Rt. 2, Weaverville, North Carolina

STRAWBERRY CREAM PARFAIT

- 3 tablespoons cornstarch
- 6 tablespoons sugar
- ¼ teaspoon salt
- 1½ cups milk
- 1 cup whipping cream
- 2 cups strawberries

Combine cornstarch, sugar, salt, and milk in a saucepan. Cook mixture until it comes to a full boil, stirring constantly. Remove from heat. Add whipping cream. Cool. Arrange alternate layers of mixture and strawberries in dessert dishes or parfait glasses. Chill. Serve.

Pattern No. 4577 is cut in sizes 10, 12, 14, 16 and 18.
Pattern No. 4634 is cut in sizes 14½, 16½, 18½, 20½, 22½ and 24½.
Pattern No. 9341 is cut in teen sizes 10, 12, 14 and 16.
Pattern No. 9409 is cut in sizes 12½, 14½, 16½, 18½, 20½ and 22½.
Pattern No. 9399 is cut in sizes 34, 36, 38, 40, 42, 44, 46 and 48.
Pattern No. 9081 is cut in sizes 10, 12, 14, 16, 18 and 20.

Send 50 cents in coin (no stamps) for each pattern to: CAROLINA FARMER, Box 42, Old Chelsea Station, New York, N.Y. 10011. For first-class mail, add 15 cents for each pattern.

Becky's ALMANAC

"Day!
Faster and more fast,
O'er night's brim, day boils at last."

"The year's at the spring
And day's at the morn.
God's in his heaven:
All's right with the world."

—ROBERT BROWNING

* * * * *

Lilies of the valley are symbols of May, as are emeralds, and all things good and beautiful.

* * * * *

The first is the day for May baskets, filled with blossoms whose petals speak of love, of gentleness, of mystery . . . pretty girls wind pastel streamers around May poles, tripping to "Glow, Little Glow Worm"—a beautiful and ancient rite of spring.

* * * * *

On the 14th, Mother gets breakfast in bed, and tiny tots draw stick figures to show her they love her. The 20th is Armed Forces Day, and on the 30th, one remembers those who are gone.

* * * * *

And in Tarheelia it's Blueberry Month: An old-fashioned four-day gala, honoring North Carolina's blueberry industry, has been planned for May 24, 25, 26 and 27 at White Lake. Gala plans include the crowning of a Blueberry Queen, a 100 unit parade, a golfing tournament, a Southern Fried Chicken Lunch from the "World's Largest Frying Pan," a baking and cooking contest, water shows, parachute drop, fireworks and a dance for the teenagers featuring the famous Glenn Miller Orchestra. For more information, write: Blueberry Festival of North Carolina, P.O. Box 306, Elizabethtown, North Carolina.

Classmates Think He's Shy: 'How May He Correct This?'

"I had the same problem, and I think shyness comes from an inferiority complex. I was afraid of what others thought of me because I didn't have confidence in myself. I overcame this by learning to think positive. By meeting others, I learned they were people just like me, probably with the same doubts and fears. I realized how much a friendly smile and kind word meant, and I have learned to give these to others. In doing so, I have overcome my own shyness—just like you will."

Lois Jean Fisher
Rt. 1, Box 154
Lake Toxaway

Lois is 18 years old and is a graduate of Rosman High School. She enjoys reading, hiking, camping and good music. Her parents, Mr. and Mrs. Mancil C. Fisher, are served by Haywood Electric Membership Corporation.

* * *

"Don't do a thing! Stay just like you are. We have plenty of people who can talk a lot, and yet say nothing. If you try to change, you may not fit in the role. Plenty of girls go for boys who are shy. Usually when an important situation arises, a quiet and stable person can handle it with no problems. Your friends probably look upon you with envy. So, stick to the personality with which you were born."

Barbara McMillan
P.O. Box 477
Maxton

Barbara is 17 years old and a junior in Prospect High School. She loves all sports, especially basketball. She enjoys friends who have a good sense of humor. Her parents are served by Lumbee River Electric Membership Corporation.

"If you are seriously interested in showing your classmates that you're not shy, one of the best ways is to take part in school activities and other extra-curricular activities. Enter into class discussions and bring up an interesting point when the opportunity presents itself. Spend more of your time associating with your classmates and try to fit in by being one of the group. Don't be too bashful or shy to mention a humorous story or joke, but be sure not to overdo it. When you see one of your friends on campus, make a point to speak to him on a subject of common interest which would promote conversation. Just be an all-round friendly, congenial person."

Reed Allen
Rt. 1, Box 119
Council

Reed is in the tenth grade at Elizabethtown High School. He is a great advocate of outdoor sports, especially hunting. He is the oldest of three children. Reed's parents are served by Four County Electric Membership Corporation.

* * *

"Be friendly and cheerful. Offer a smile even though it may not be returned. Help others at school and around you when you can. Don't back out of a conversation before it even gets started and include yourself in class discussions. Most of all, remember to be yourself; it is you whom your friends want to know, not someone wearing the made-up face of a clown."

Wade G. Dudley
Rt. 2
Roseboro

Wade is 14 years old and in Junior High. His hobbies are collecting books and writing. His parents, Mr. and Mrs. G. L. Dudley, are served by South River Electric Membership Corporation.

Teen ROUNDTABLE

If you have a good answer, send it to THE TEEN ROUNDTABLE, The Carolina Farmer, P. O. Box 1699, Raleigh, N. C., at once. Send a photo, too, if you have one, (we can't return it) and a few facts about yourself. Include your parents' name, and the name of the electric membership corporation serving you. If your answer is published, we will send you $5.

If you want to submit a question, send it along for our statewide panel to answer. For each question used, the sender will get a $5 check. Jot yours down and send it to us right away.

NEXT QUESTION

"We have a new teacher at our school who has just finished college, and she can't seem to adjust to the students. How can we, as students, make her feel more at ease?"

This question was submitted by Josephine Leak, who will be receiving $5 from *THE CAROLINA FARMER*. Josephine is 16 and a junior at Henry Grove High School. Her mother, Mrs. Pecolia Leak, is a member of Pee Dee Electric Membership Corporation.

When Blossoms Fall

Yesterday the apple trees were white;
Only yesterday their fragile beauty bloomed
As if to endure there in airy white
Where jonquils had not long before
Trimmed the pine woods with their gold.
And now the apple boughs are green
And leaves grow in such profusion that
None can tell there had been blossoms there.
And so it is that blossoms go,
Petals falling like the rains of spring;
And where each had been
Then there will grow
More blossoms for another spring.

—Chaney

LEAKY ROOF? Tough "SUPER STURDY" sticks even to wet roofs. Covers any flat roof. Waterproof. Lasts for years. Better than tar. Can't crack, shrink, melt. Ideal for total re-roofing or emergency patching. Just brush on! Save up to 75% eliminating skilled labor. Write for details.

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Working Walls End Parking Problem

Some people create a parking problem right in their own garages.

These are the homeowners who store tires, tools, paints, garden equipment, lawn furniture, bicycles, wagons and sleds in the garage—and find there's no room left for the car.

If it must serve both purposes, convert the garage into a ligitiment double-duty carport and storage room.

The trouble with most garage storage is that cartons, baby carriages, lawn chairs and kiddy cars are just set on the floor or piled in a corner, creating an obstacle course for the automobile. Meanwhile, garage walls are bare, unattractive and wasted. The trick is to turn this wasted wall space into a working storage wall that will clear the floor, keep the garage uncluttered, and add needed storage space.

Easy and Inexpensive

An easy and economic way to do this is by installing hardboard garage liner on the walls. These are ¼ inch thick panels of perforated hardboard that accept hooks, brackets and heavy-duty fittings to hold everything from ladders and rolled-up garden hoses to lawn mowers and wheel barrows.

Once the panels are up, you can organize the sizable new storage area into neat furniture, tool, paint and toy storage centers. Set heavy-duty brackets in perforations where you plan to hang heavy equipment, smaller hooks in the panels that will hold lightweight tools. The perforations will also accept brackets for shelves that will handily store paint cans, cartons and odds and ends. Use of such a storage wall lifts everything off the floor and out of the way, yet keeps all items conveniently visible and right at hand.

SHARE YOUR IDEAS

Have an idea or helpful hint for the home handyman? Why not share it with other readers through this column. Through this column we'd like to make those things to do around the house less complicated and less expensive for you. And we'll try to keep you informed of the free services offered you by your local electric cooperative. Send your ideas and suggestions to: Home Handyman, P. O. Box 1699, Raleigh, N. C. 27602

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RURAL ELECTRIC PROFILE

A Little Cooperation Makes the Difference

Cecil Exum Viverette practices what he preaches.

Cooperation is his business and also his message.

Through cooperation the North Carolinians he serves have helped themselves improve their lives, homes and communities, and thousands of them on electric cooperative lines throughout the state are getting dependable electric service at the lowest practicable rates.

Viverette is the manager of Blue Ridge Electric Membership Corporation of Lenoir and president of Tarheel Electric Membership Association of Raleigh. He is a man who sees the goal of his organizations and of business, financial, education, church and civic institutions as the cooperative betterment of the community.

Teamwork's The Thing

One group working alone can't do it, he says; it takes teamwork.

Cecil Exum Viverette was born in Rocky Mount Feb. 15, 1915, the son of Mr. and Mrs. George W. Viverette. He was the oldest child of the family. A sister, Frances, now Mrs. John Price, lives in Rocky Mount. His brothers are Marvin E. Viverette of Rocky Mount, William E. Viverette of Alexandria, Va., and J. D. Viverette of Sharpsburg.

An alumnus of State College (now N. C. State University), Cecil was graduated in 1937 as an electrical engineer, and he worked, in his first job, for Carolina Power and Light Company's operating department. In 1940, he left CP&L to become manager of the then still new Randolph Electric Membership Corporation at Asheboro.

He began his career as manager of Blue Ridge EMC in 1948. Blue Ridge, the largest EMC in the state, serves nearly 25,000 members in Alleghany, Ashe, Caldwell, Watauga, Wilkes, Alexander and Avery counties.

Mrs. Viverette is the former Kate Cherry of Rocky Mount, Edgecombe County. (Viverette is from Rocky Mount, Nash County). They have a son, Cecil, Jr., 25, who is with Virginia Electric Cooperative at Bowling Green, Va., and a daughter, Edith Ann, 13, who is a student in Lenoir's Davenport Junior High School.

Viverette describes Tarheel Electric Membership Association as "the trade association" of North Carolina's electric cooperatives. The purpose of it, he explains, is to give assistance in the areas of management development and personnel training, advertising and public relations and legal and political guidance.

A Key for Progress

As Tarheel Electric's president, he is one of the key leaders and spokesmen for the cooperatives in all their many cooperative activities and in public affairs.

He is also a member of the boards of the Water Resources and Power Generation Committee of the National Rural Electric Cooperative Association and the Bi-State Power Committee. In addition, he has been or is a director or officer of a long list of other committees, boards, associations and civic and church organizations. He is presently chairman of the board of deacons of Lenoir's Lower Creek Baptist Church (he was for many years general Sunday school superintendent), one of the nine directors of the Tri-County (Alexander, Burke and Caldwell) Appalachian Development Council, and a member of the Caldwell County planning board.

A Co-op For Bolivia

A few years ago Viverette was picked for special assignment under the National Rural Electric Cooperative Association's agreement with the Agency for International Development (AID) to help the people of the Santa Cruz area in Bolivia organize and develop an electric cooperative. He spent about four months working with this group. Since that time the Santa Cruz project has received over $6 million from the AID program and other sources to begin construction of a cooperative which initially will serve about 12,000 members. Work of this type now is being done in many of the developing countries of the free world.

Viverette has two titles, one goal.

Blue Ridge EMC has made an enriching contribution to the mountainous Western North Carolina region in which it operates.

"The major contribution" in Viverette's opinion, "has been to get electric power to the people in an area where there had been no power."

"In addition to that," he says, "we have been instrumental in helping to bring about the total development of the area." That has been done, he points out, through development of industry and recreational facilities and by broadening the basis of the region's economy.

More For More Uses

What cooperation has accomplished in the region has expressed itself also in the operations of Blue Ridge EMC. Since World War II, both the use of electricity and the number of co-op members using electricity have climbed beyond expectations.

By working cooperatively through and with local groups, agencies and institutions, Blue Ridge has helped bring about considerable growth in industrial employment, educational opportunity and in the region's long-known reputation as a center for mountain resorts.

The largest of North Carolina electric cooperatives, Blue Ridge Electric is one of the few cooperatives to serve as many large industries. It is also the only power supplier in Alleghany and Ashe counties and the chief source of power in Watauga.

The industries are among the most efficient and successful in the state. In nearly every instance, Blue Ridge Electric had a leading part in the cooperative efforts which attracted them to the region.

One of them, Sprague Electric, an internationally known manufacturer of electronic parts, employs over 1,200 people. It was built in 1953 and opened in 1954, and was, says Viverette, speaking for the region's cooperating industrial developers, "our first major industrial find."

The Job's Not Finished

Viverette takes pride in what has been done but he points out there is much still to be done.

Looking to the future, he says, "our major emphasis is on continuing the development of the area, with particular emphasis on helping young people become a part of the community . . . to help young people to find ways to make their contributions earlier to the communitv . . . "

"In other words, I guess you'd say our major emphasis is people-development, particularly the development of the young people . . . to help the young people to realize their potentials . . . we seek not only to attract new young people to the area but to keep those we have . . . "

By placing the emphasis there, Viverette says, the leaders of the Blue Ridge Electric service area have reversed a pernicious trend.

"For the past 30 years," Viverette explains, "there was a terrific out-migration. We had a loss in population in the 1960 census.

"This trend has been reversed.

"An industrial base has been established, the agricultural economy has been stabilized and recreation and tourism have had a rapid growth.

"This is what has turned the trend as far as out-migration of people is concerned, and now we're going to find a steady growth in population throughout the area we serve."

The trend-turning has been accomplished through the cooperation of people, groups and institutions working with the Northwestern Development Association. The association is a regional organization, encompassing 11 western counties, for which Viverette, and Blue Ridge EMC and its officers, directors and personnel are strong supporters.

"One thing we've always tried to stress," Viverette says, "is that it (regional development) is not just a one-organization or one-man effort. It is a team effort . . . Cooperation is the key."

Family man Viverette with Mrs. Viverette and 13-year-old daughter Edith Ann.

A Role For Leadership

Among the most important functions an electric membership corporation can perform, he feels, is to be "a leader in bringing about cooperation" of the various interests and forces in a community.

This is particularly so in industrial development, he notes; the chambers of commerce can't do it alone.

"Industries," he explains, "have interests which go beyond manpower availability. It is an interesting and complex thing."

People like Viverette and organizations like Blue Ridge EMC are frequently under attack by forces promoting private power companies. Viverette says he nurses no grudges and bears no hardfeelings.

"I never have had any animosity towards the power companies," he says. "I've always tried to recognize the basic differences of philosophy between the investor-owned power companies and the member-owned rural electric cooperatives, and I always have felt there are more areas in which we could work together for the good of the communities we serve than there are areas of major differences."

Insulted

"What do you mean," roared the politician, "by publicly insulting me in your old rag of a paper? I will not stand for it, and I demand an immediate apology."

"Just a moment," answered the editor. "Didn't the news appear exactly as you gave it to me, namely, that you had resigned as city treasurer?"

"It did, but did you have to put it in the column under 'Public Improvements.'"

Caught Again

Mr. Jones picked the wrong umbrella in a hotel, and the owner called his attention to it. Embarrassed he offered his apologies and went on his way.

The incident served to remind him that he had promised to buy both his wife and his daughter an umbrella, so he purchased them one each, along with one for himself.

Just as he was getting in the car with three umbrellas, he saw the man whose umbrella he had accidentally taken, eyeing him suspiciously. The man said, "I see you had a good day after all."

"Don't let on we're taking her to the the vets."

HALE!

Confused

Reading a letter from his wife, the soldier was not too pleased with it.

"What's the matter?" asked his buddy. "Is there trouble at home?"

"Not exactly," he answered, "but we've got a freak in the family. It says here 'You won't recognize little Willie when you come home—he's grown another foot.'"

Timely Comeback

A customer walked into a pet shop and spied a parrot. He said to the bird, "Can you talk, stupid?"

The bird replied: "Yes. Can you fly, dummy?"

Bewildered Father

Three men at the office were discussing what most people wanted to get out of a new car. "Dependability," said one fellow. "Styling," declared another. "Economy," said the third.

Just then a fourth man, who recently had bought a new car, entered the room. They decided to pose the question to him.

"What is the thing you'd like most to get out of your new car?" they asked.

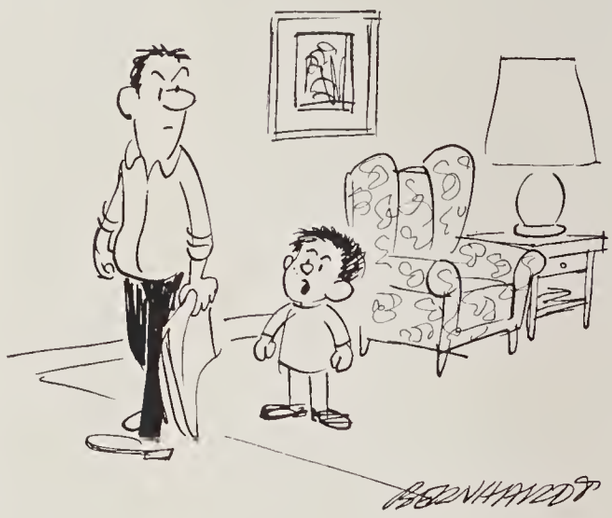
"My teenage son," he replied.

Well Qualified

A comedian was in need of a straight man and was interviewing a young man for the job. "I need a man who can keep a straight face throughout my performance and who will under no circumstances allow a smile to show on his face no matter what I say or do. Now what are your qualifications for the job?"

"Well," replied the youth, "I used to be a page boy in the House of Representatives."

"Pardon me, Sir. Can you tell me where to apply for a hunting license?"



"Maybe I wouldn't ask so many stupid questions if I'd get some smart answers!"

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ute rushes. Just thaw and warm; complete meals are ready in no time . . . and you have time to enjoy your family and friends.

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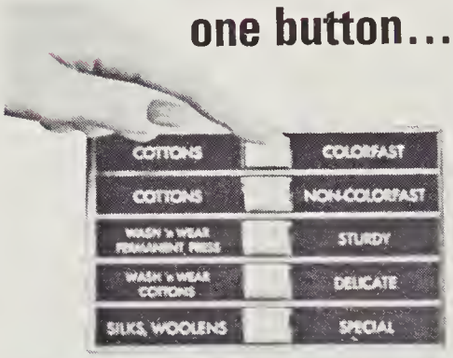

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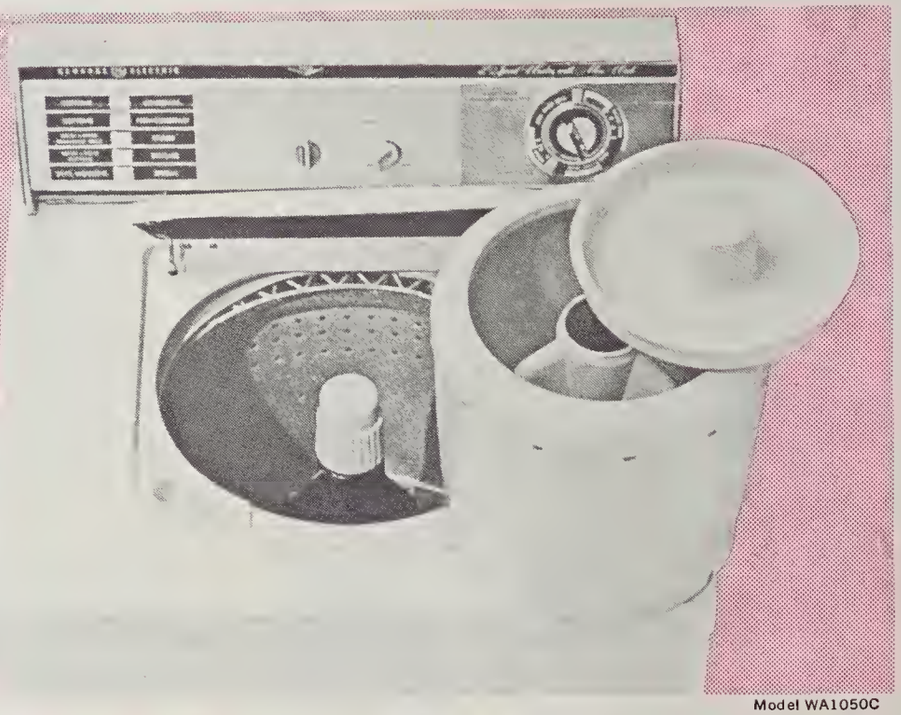

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